

MISSION

To protect California consumers, the Cemetery and Funeral Bureau will:

- Serve as guardian and advocate of consumer rights and options relating to cemetery and funeral needs.
- Vigorously enforce the Bureau's laws regulating the cemetery and funeral industry.
- Encourage consumer and business participation to promote a safe, fair, and competitive marketplace.
- Foster a proactive and responsive environment that encourages relevant policies and operations.

VISION

To be the foremost guardian for consumers of California cemetery and funeral services.

VALUES

The Bureau values:

- Staff willingness to work together to support each other to reach a common goal.
- Collaborative relationships in decision-making
- Empathy, integrity, and understanding in serving consumers.
- Professionalism in serving the industry.

GOAL 1: Improve the Bureau's Enforcement Operations

OBJECTIVE: To Complete the Training Manual for the field representatives to ensure all staff are operating with the same direction.

Primary Contact: Lisa Whitney, Deputy Chief Bureau of Cemetery and Funeral
Staff Assigned: Jeff Brown, Ellis Kjer, Dan Redmond

Action Plan

Create a draft document of applicable laws, codes and guidelines to be used by all field representatives.

Time frame: December 2006

Meet with Field Representatives and go over the Draft training document

Time frame: Completed 2006

Distribute final documents and train staff.

Time Frame: On Going

Monitor and revise as necessary.

Time frame ongoing

GOAL 2: Improve the complaint and investigation monitoring processes

Objective: Develop timeframes for complaints and investigations and develop a monitoring process.

Responsibility: Lisa Whitney, Deputy Bureau Chief

Staff Assigned: Jeff Brown, Ellis Kjer, Paulette McDonald, Kim Duran, Joy Korstjens

Action Plan

Define complaints and investigations.

Time frame: Completed

Review any existing legal standards.

Time frame: Completed

Establish draft timeframes for different types of complaints and investigations.

Time frame: October 2006

Develop a monitoring process to ensure compliance with timeframes.

Time frame October 2006

Draft policy and procedures.

Time frame October 2006

Distribute policy and procedures to staff and train as necessary.

Time frame November 2006

Monitor as necessary.

Time frame: On going

GOAL 3: Establish and advisory committee of stakeholders and consumers

OBJECTIVE: To have a committee to make recommendations to improve the Bureaus service.

Primary Contact: Sherrie Moffet-Bell, Bureau Chief

Staff Assigned: Kim Duran, Lucy Vasquez

Action Plan

Identify stakeholders, licensees and consumers

Time frame: Completed

Organize initial committee hearing

Time frame: Completed

Review recommendations and make changes as necessary

Time frame: December 2006

GOAL 4: Improve the Bureau's Licensing Operations

OBJECTIVE: Begin initiating the process to have the Bureau able to use an On-Line licensing system.

Primary Contact: Sherrie Moffet-Bell, Bureau Chief

Staff Assigned: Lisa Whitney, Heather Berg, Cat Litral, Heather Berg

ACTION PLAN

Define Business objectives and organizational issues

Time frame: March 2007

Obtain Executive Sponsorship

Time frame: Completed

Define Business requirements

Time frame: December 2006

Work with OIS on linking with current vendor

Time frame: December 2006

Obtain necessary funding

Time frame: Completed

Begin implementation

Time frame: March 2007

Complete Implementation

Time frame: June 2007

GOAL 5: Improve the Bureau's Licensing Operations by completing the revision of all licensing applications

OBJECTIVE: To ensure all applications are consistent and user friendly

Primary Contact: Kim Duran

Staff Assigned: Mary Hintemeyer, Cat Literal

Action Plan

Review all applications.

Time frame Completed

Revise applications based on review.

Time frame: Completed

Obtain departmental approvals.

Time frame: Completed

Mail notification to licensees, industry associations, and schools regarding revised applications.

Time frame: Completed

Post the new applications on the Internet.

Time frame: In process

GOAL 6: Replace the current Access database program with the departments current applicant tracking system

OBJECTIVE: To improve the tracking and monitoring of applications

Primary Contact: Sherrie Moffet-Bell

Staff Assigned: Lisa Whitney, Kim Duran, OIS staff

Action Plan

Contact OIS to determine the possibility of converting to the Departments Applicant Tracking System.

Time frame: Completed

Meet with OIS programmers and establish time frames for completion

Time frame: Completed

OIS begin programming the system

Time frame: Completed

Begin testing the system:

Time frame: Completed

Transfer all Bureau licenses to the system

Time frame: In process

GOAL 7: Improve the Bureau's Audit Operations

Objective: Hire additional auditors and complete desk reviews and audits of trust fund reports and develop a monitoring system.

Primary Contact: Douglas Gibson, Senior Auditor

Staff Assigned: Sherrie Moffet- Bell

Action Plan

Advertise to fill vacant auditor positions

Time frame: Completed

Conduct Interviews and hire auditors
Time frame: Completed

Develop monitoring system to track annual trust fund reports.
Time frame: October 2006

Finalize processing guidelines for desk review and audits of trust fund reports.
Time frame: December 2006

Distribute approved guidelines to audit staff and implement.
Time frame: December 2006

Begin conducting annual audits
Time frame: On-Going

Monitor and revise as necessary to ensure compliance with the law.
Time frame Ongoing

Goal 8: Improve the Bureaus examination process.

OBJECTIVE: Meet with OER and develop a plan to partner with an outside vendor to give electronic examinations at multiple locations and at the applicants choice of time.

Primary Contact: Sherrie Moffet-Bell
Staff Assigned: Lisa Whitney, OER staff

ACTION PLAN

Meet with OER staff and develop time lines
Time frame: October 2006, we have to be up and running on ATS before we can implement

Evaluate costs associated with using a vendor
January 2007

Ensure budget can support the use of a vendor
Completed

Begin developing procedures
Time frame: January 2007

Implementation of electronic exams
January 2007

GOAL 8: Improve The Bureau's consumer and industry outreach efforts.

Objective To be consistent with the Departments goals on increasing public awareness of the Bureaus enforcement actions and licensing progress.

Primary Contact: Sherrie Moffet-Bell

Staff Assigned: Lisa Whitney, Douglas Gibson, Lucy Vasquez

Action Plan

Update all brochures and public hand outs

Time frame: Completed

Participate in industry meetings and conferences to inform and educate licensees about regulatory issues.

Time frame Ongoing

Work with Communication and Education on updating the WEB and media publications

Time frame: On going